

Message Text

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ACTION EB-07

INFO OCT-01 ARA-06 ISO-00 L-03 CIAE-00 OTPE-00 FCC-01

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FM AMEMBASSY LIMA

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INFO USDOC WASHDC

AMEMBASSY BOGOTA

AMEMBASSY BUENOS AIRES

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

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EO 11652: NA

TAGS: BEXP, BTEL, PE

SUBJECT: COLOR TV SYSTEM FOR PERU

REF: A) USIA CIRCULAR 26938; B) LIMA 7792 (NOTAL)

1. KNOWLEDGEABLE INDUSTRY SOURCES FEEL CERTAIN GOP
WILL BE FORCED TO MAKE DECISION BEFORE END OF 1976
WHETHER TO ADOPT AMERICAN (NTSC) OR GERMAN (PAL) COLOR
TV SYSTEM FOR EVENTUAL USE IN PERU. CHOICE IS TOPIC
OF ACTIVE DISCUSSION IN PERUVIAN TV CIRCLES AND THE
THREE NATIONAL NETWORKS (CHANNELS 4, 5 AND 7) ARE PRESSURING
GOP TO RESOLVE THIS QUESTION AS QUICKLY AS POSSIBLE.

2. NETWORKS ARE CURRENTLY OPERATING WITH OBSOLETE
BLACK-AND-WHITE EQUIPMENT AND FINDING IT INCREASINGLY
DIFFICULT AND SOMETIMES IMPOSSIBLE TO FIND REPLACEMENT
PARTS. MOREOVER, TELECENTRO, ONLY PRODUCER OF TV PROGRAMS
FOR BOTH DOMESTIC BROADCAST AND EXPORT, WILL HAVE TO
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START TURNING OUT TV SERIES IN COLOR OR SOON BE UNABLE
TO MARKET ITS PROGRAMS ABROAD.

3. WEST GERMANY MADE A MAJOR EFFORT TO PROMOTE PAL SYSTEM DURING IX PACIFIC TRADE FAIR HELD IN LIMA IN OCTOBER 1975. GERMAN PAVILLION HAD 30 COLOR RECEIVERS OPERATING AND EXHIBITED COMPLETED FILM CHAIN INCLUDING SLIDE PROJECTOR, 16MM FILM PROJECTOR, MULTIPLEXER, STUDIO CAMERA, PORTABLE CAMERA, 4 MONITORS, CONTROLS AND INSTRUMENT TEST EQUIPMENT. ENGINEERS AND REPRESENTATIVES OF MAJOR GERMAN COLOR TV MANUFACTURERS, INCLUDING TELEGUNKEN, SIEMENS AND FERNSEH, WERE PRESENT AT FAIR AND PROVIDED SIX-DAY FREE TECHNICAL SEMINAR (WITH LUNCH INCLUDED) FOR 40 REPRESENTATIVES AND TECHNICIANS OF PUBLIC AND PRIVATE SECTORS. WHILE MOST PARTICIPANTS WERE PERUVIAN, SEMINAR WAS ALSO ATTENDED BY BOLIVIANS, ECUADORIANS, ARGENTINES AND CHILEANS. SINCE END OF FAIR THERE HAS BEEN FREQUENT FOLLOW-UP ACTIVITIES BY TELEFUNKEN WITH THE ASSISTANCE OF THE GERMAN EMBASSY AND PERUVIAN-GERMAN CHAMBER OF COMMERCE. IN 1974 FRG INVITED GROUP OF PERUVIAN TECHNICIANS 30-DAY ALL EXPENSE PAID TRIP TO GERMANY TO LEARN FIRST-HAND ADVANTAGES OF PAL SYSTEM. PARTICIPANTS IN THIS TRIP TODAY CONSTITUTE STRONGEST PRO-PAL FACTION IN PERUVIAN EQUATION.

4. FOLLOWING PACIFIC FAIR, FRG GAVE 30 COLOR RECEIVERS AWAY AS GIFTS TO PERUVIANS INFLUENTIAL IN TV INDUSTRY. ALL COLOR FILM CHAIN EQUIPMENT WAS "SOLD" TO CHANNEL 7 (ONLY STATION 100 PERCENT GOVERNMENT OWNED) AT GIVE-AWAY PRICE. AS A RESULT, CHANNEL 7 HAS CAPABILITY TO TRANSMIT LIVE COLOR OR COLOR FILMS USING PAL SYSTEM BUT NOT VIDEO CASSETTES OR TAPES. ON OTHER HAND, CHANNELS 4 AND 5 CAN TRANSMIT COLOR PROGRAMS VIA SATELLITE OR VIDEO CASSETTE BUT NOT LIVE OR ON FILM TO NTSC RECEIVERS.

5. INDUSTRY SOURCES REPRESENTING PRIVATE SECTOR STATE THEY HAVE NEVER BEEN APPROACHED BY U.S. FIRMS PROMOTING NTSC SYSTEM. NEVERTHELESS, MANAGEMENT OF BOTH CHANNEL 4 AND 5 FAVOR NTSC BECAUSE THEY ANTICIPATE BUYING MOST LIMITED OFFICIAL USE
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COLOR PROGRAMS IN U.S. AND MEXICO. WHILE THERE IS PRO-GERMAN BIAS IN TELECENTRO AND TO LESSEN DEGREE CHANNEL 7 THEY REALIZE THAT MAJOR MARKETS FOR PERUVIAN-PRODUCED COLOR PROGRAMS ARE COUNTRIES THAT HAVE ADOPTED NTSC SYSTEM. THERE ARE ROUGHLY 5,000 COLOR TV SETS IN PERU (IT IS IMPOSSIBLE TO OBTAIN EXACT FIGURE BECAUSE MOST HAVE BEEN IMPORTED ILLEGALLY) AND ASIDE FROM 30 GERMAN UNITS GIVEN AWAY AT FAIR, ALL ARE FOR USE WITH NTSC. THE OWNERS OF THESE COLOR SETS, INCLUDING PROMINENT INDIVIDUALS, PRESUMABLY WOULD FAVOR GOP

ADOPTING NTSC SYSTEM, BUT THIS WILL NOT BE IN ITSELF OVERIDING FACTOR.

6. DEFINITE DECISION ON COLOR SYSTEM FOR PERU WILL BE MADE EITHER BY PRESIDENT MORALES BERMUDEZ OR BY MINISTER OF TRANSPORT AND COMMUNICAIONS, GEN. ELIVIO VANNINI CHUMPITAZI. DECISION WILL BE MADE, HOWEVER, ON BASIS RECOMMENDATIONS BY FOLLOWING GOVERNMENT SOURCES: GEN. JOSE VILLALOBOS, CHIEF OF NATIONAL INFORMATION SYSTEM (SISTEMA NACIONAL DE INFORMACION--SINADI); GEN. JORGE ESTRADA GOMEZ SANCHEZ, HEAD OF NATIONAL RADIO BROADCASTING COMPANY (EMPRESA NACIONAL DE RADIODIFUSION--ENRAD); AND MANAGEMENT OF CHANNEL 7. OPINIONS OF TOP MANAGEMENT OF CHANNELS 4, 5 AND TELECENTRO WILL ALSO HAVE MUCH WEIGHT. TELECENTRO ESTABLISHED A SPECIAL COMMISSION IN JULY TO STUDY AND MAKE RECOMMENDATION ON COLOR SYSTEM FOR PERU; REPORT EXPECTED WITHIN NEXT FEW WEEKS.

7. UNDER CIRCUMSTANCES WOULD BE MOST HELPFUL IF NTSC SALES DEMONSTRATION TEAM COULD VISIT PERU SOON. A DELAY BY US INDUSTRY NOW COULD MEAN A SUBSTANTIAL LOSS IN IMMEDIATE AND FUTURE SALES. PROSPECTS ARE THAT ANY DISPLAY EQUIPMENT BROUGHT TO PERU, ESPECIALLY TRANSISTORS, COMPLETE FILM CHAINS, AND VIDEO RECORDERS/REPRODUCERS, CAN BE SOLD OFF THE FLOOR.
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